

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

Dear FCC Commissioners and Media Bureau Chief:

I am alarmed by the FCC's proposed elimination or relaxing of rules on media ownership. This deregulation will result in further consolidation of an already oligopolistic industry. The specter of media conglomerates with profit motives and corporate interests at stake controlling the •airwaves• of all mediums including broadcast and cable television, radio, newspapers, and internet is frightening. Americans are already deluged with advertising that propagates the work/consume/debt model that has failed the American people and caused so much despair.

Corporations, and the few fabulously wealthy insiders that control them, are the only benefactors of this current system. Deregulation of media will only serve to further consolidate advertising dollars into a few corporations' coffers, while reducing true consumer choice. There is already a lack of relevant, factual, independently reported news that matters. With all the important issues in the world today, the American delusion is propelled by a media that devotes most of its programming to consumer culture while real issues of importance pertaining to building a fair and just society based on the principles of sustainability are relegated to NPR and a few remaining independent news outlets.

The current administration's favor of corporate interests over the rights of individuals is shameful and violates the spirit of the constitution. This proposal only further serves to disenfranchise private citizens by denying them access to the truth. The founding fathers and past American presidents warned of the consequences of allowing the independent media to be controlled by special interests. We should do well to heed this warning.

The consolidation of this industry and the resulting reduction in competition will create pressures increase advertising to meet the stock market's unreasonable revenue growth expectations. These same perverse incentives will inevitably cause corporations to use media as a tool to advance the corporation's interests, e.g., purposefully creating bias in election coverage in favor of the candidate that is more •friendly• to the cable industry. This is simply unavoidable and we cannot rely on corporations to police themselves, an intrinsic impossibility.

Please help us preserve and strengthen the few remaining controls that this country has over corporate interests. Please stop deregulation and give the American people true choice.

Sincerely,

Jeff Winkler, Accountant, San Jose  
Elizabeth Winkler, Apparel Designer, San Jose